

What is claimed is

5 1. A method for providing advertisement
information comprising;

a step of storing advertisement information
provided by a commercial sponsor into an advertisement
storage means,

10 a step of reading out advertisement information
from said advertisement storage means,

a step of sending said read-out advertisement
information via an information transmission line,

15 a step of receiving via the same information
transmission line as said one or different from it the
information on the history of a broadcasting receiver
terminal having played said advertisement information,
and

20 a step of using said history information to
calculate the charge for advertisement information to
be paid by said commercial sponsor.

25 2. A method for providing advertisement
information according to Claim 1 characterized in that
any one of radio wave via satellite, terrestrial radio
wave, optical fiber line, ISDN line DSL and telephone
line is used as said information transmission line.

3. A method for providing advertisement information according to Claim 1 characterized in that said transmission is provided by broadcasting.

5 4. A method for providing advertisement information according to Claim 1 characterized in that said advertisement information is sent to the broadcasting receiver terminal comprising an advertisement storage means for building up
10 information.

5. A method for providing advertisement information according to any one of Claims 1 to 4 characterized in that said history information is used to calculate the merit charge supplied to said
15 broadcasting receiver terminal.

6. A method for providing advertisement information according to Claim 5 characterized in that said merit charge is the discount rate for the rental charge or lease charge of said broadcasting receiver
20 terminal.

7. A method for providing advertisement information according to Claim 5 characterized in that said merit charge is the discount rate for broadcasting viewing charge.

8. A method for providing advertisement
information according to any one of Claims 1 to 4
characterized in that said history information is used
to determine the value for coupon or point to be
5 supplied to the broadcasting receiver terminal.

9. A method for providing advertisement
information according to Claim 7 or 8 characterized in
that said broadcasting receiver terminal is the one
specified in advance.

10 10. A method for providing advertisement
information according to Claim 9 characterized in that
said broadcasting receiver terminal is provided with
individual information on the user of the receiver
terminal.

15 11. A method for providing advertisement
information according to Claim 10 characterized in
that said individual information is used to create
statistic user information and said created statistic
user information is supplied to said commercial
20 sponsor.

12. A method for providing advertisement
information according to Claim 11 characterized in
that said statistic user information is the
information on any one of the age, sex and residential
25 area.

13. A method for providing advertisement
information according to any one of Claims 1 to 12
characterized said history information is used to
create statistic history information and said
5 statistic history information is supplied to the
commercial sponsor.

14. A method for providing advertisement
information according to any one of Claims 10 to 12
characterized the statistic history information and
10 individual information are used to obtain the
advertisement viewing rate regarding any one of the
age, sex and residential area, and the result is
supplied to the commercial sponsor of the
advertisement.

15. A method for providing advertisement
information comprising;

a step of sending advertisement information via
the information transmission line,

a step of receiving via the same information
20 transmission line as said one or different from it the
history information of the broadcasting receiver
terminal having played said advertisement information,

a step of using the play conditions determined
between said history information and the broadcasting
25 receiver terminal to determine if the conditions are

a step of calculating the charge for the conditions not satisfied.

an advertisement storage means for storing the advertisement information provided by the commercial sponsor,

a transmitter/receiver unit for sending the advertisement information read by said advertisement administration means and for receiving the history information from the broadcasting receiver terminal having played said advertisement information,

an advertisement calculating means for calculating the advertisement charge for said advertisement information to be paid by the commercial sponsor.

17. An advertisement information supply system
according to Claim 16 characterized in that said
25 transmission is provided by broadcasting.

18. An advertisement information supply system according to Claim 16 characterized in that said advertisement information is sent to the broadcasting receiver terminal equipped with an advertisement administration means for storing advertisement information.

19. An advertisement information supply system according to any one of Claims 16 to 18 characterized in that said history information is used to calculate the merit charge supplied to said broadcasting receiver terminal.

20. An advertisement information supply system according to Claim 19 characterized in that said merit charge is the discount rate for the rental charge or lease charge of said broadcasting receiver terminal.

21. An advertisement information supply system according to Claim 19 characterized in that said merit charge is the discount rate for broadcasting viewing charge.

22. A method for providing advertisement information according to any one of Claims 16 to 18 characterized in that said history information is used to determine the value for coupon or point to be supplied to the broadcasting receiver terminal.

23. An advertisement information supply system according to Claim 21 or 22 characterized in that said broadcasting receiver terminal is the one specified in advance.

5 24. An advertisement information supply system according to Claim 23 characterized in that said broadcasting receiver terminal is provided with individual information on the user of the receiver terminal.

10 25. An advertisement information supply system according to Claim 24 characterized in that said individual information is used to create statistic user information and said created statistic user information is supplied to said commercial sponsor.

15 26. A broadcasting receiver terminal comprising:
a means for receiving program information broadcast by radio wave via satellite or terrestrial radio wave, and a means for outputting said received program information;

20 said broadcasting receiver terminal characterized by further comprising:

a step of storing the advertisement information broadcast in advance,

25 a step of detecting the information on the sender of said advertisement information inserted in said

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a step of outputting said advertisement information.

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